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FOR REAL QUALITY SEAFOOD

# THE CAPTAIN IS CALLIN'

## Sharing The Specialness Of Seafood Every Day

We believe good seafood can transform any meal into a moment to remember. Throughout our 50-year history, our focus has been making great seafood available to everyone, every day and creating a place that makes an ordinary day feel special. From the friendly smiles and hand-crafted cooking of our crew members to our new, beachy restaurant design, we want you to be relaxed as we transport you to the coast. We think there's something fun about eating at Captain D's, and we believe treating yourself and your family to a special seafood meal shouldn't break the bank. Just as hard as we work behind the scenes to guarantee the quality of our ingredients, we are dedicated to ensuring Captain D's is a place where you can share really great seafood, in a warm and family-friendly environment, at unbeatable value.

### OUR HISTORY

## OVER 50 YEARS OF SEAFOOD AND COUNTING

**1969**

### The First Captain D's

Captain D's first opened as Mr. D's Seafood and Hamburgers in Donelson, Tennessee, on August 15, 1969. From the very start, we set out to provide quality seafood at reasonable prices — a concept that was revolutionary at the time.

**1973****The More The Merrier**

Mr. D's Seafood and Hamburgers was a hit (because who doesn't love affordable and delicious seafood) and by 1973 we had opened 15 locations in the United States.

**1974****Take To The Seafood**

In 1974, we changed the company's name to Captain D's Seafood to focus more exclusively on the classic fish, shrimp, and side dishes that our customers had come to love, and for which Captain D's is known today.

**1980**



## Families Aboard

As Captain D's grew quickly throughout the 70s, we came to be known as a place where families could gather. We added exclusive programs for our youngest guests, like the Kids' Birthday Club and children's comic books.

**1990**



## Changing With The Tides

During the 80s and 90s, as Captain D's grew in popularity, we evolved our logo and building design, as well as experimented with new and exciting menu items.

**2012**



## Sea The Difference

In 2012, we rolled out a brand new, 21st century restaurant redesign, to enhance the Captain D's experience for our guests. We've worked to create a coastal ambiance and welcoming atmosphere that transports you to your favorite coastal destination as soon as you walk through our doors.

## THE FUTURE



## Smooth Sailing Ahead

Throughout the decades, Captain D's has never wavered from our core commitment: great food, great prices, and even better service. We're proud of our heritage, the years we've invested in perfecting our seafood menu, and the hospitality we offer every guest at each of our over 500 restaurants — and we're confident you'll enjoy your Captain D's experience in the years to come.





#### A MESSAGE FROM THE CEO

**"At Captain D's, we believe that everyone deserves a great seafood meal, and that seafood is best when it's served the Captain D's Way."**

The D's Way—our Guiding Compass—is to always do what is right for our guest and our Brand; that means searching the globe to find the best ingredients, freshly preparing them the way you love, and serving you a delicious, affordable meal in a friendly, welcoming restaurant. There is something about enjoying a seafood meal at D's that makes an ordinary day feel special, and we want you to feel special when you're dining with us.

We've built a culture of guest service that begins in my office and extends through every level of our company. From our chefs who craft our unique recipes to the crew members that greet you with a smile when you enter one of our restaurants, each member of the Captain D's team is dedicated to serving you great quality seafood meals in a breezy, welcoming atmosphere at an affordable price. We hope you'll come in to your local Captain D's today and give us the opportunity to bring a special seafood meal to your table.

We look forward to seeing you smile,

Phil Greifeld  
President and CEO

#### YOUR BEACH HOME AWAY FROM HOME

## Décor From The Shore

The taste of the coast isn't just in our food, it's in our new restaurant design. We've been coast to coast — from white beaches to blue tides, from quiet bays to wooden boardwalks. All along, though, the reason for our travels has been you. We've found the best treasures from the coast — beachy colors, vibrant atmosphere — and put them right into the new design of our restaurants. Now when you eat at Captain D's, it's like you're sitting right on the shore.



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